

blueprint[®]



April 2020

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NMA National Mission Statement

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations and communities.



Discovering Your Leadership Identity

From the Desk of Our President

Greetings BCBSM LDA Members:

I hope you and your loved ones are all in good health.

As we close out another month and move into the month of May, during this global pandemic, it is important to take time for ourselves. May is National Mental Health Awareness Month. Even though we are apart, it is important to take the time to check in on our co-workers, friends, and family members during this period of transition. Remind them, they are not alone in this. It is important we have meaningful dialogue around these topics and begin to break the stigma associated with mental illness. Take care of yourself and others.

I want to remind everyone to be on the lookout for an email expected during the week of May 18th from Survey Monkey to vote on the merger of our two Blue Cross chapters. Make sure to take time that week to vote. This is an exciting time for the chapter to expand our horizons and operate in a new capacity.

Stay safe; stay healthy,

Tory Niceswander



Tory Niceswander
BCBSM LDA President, 2019-2020

New member corner

OUR NEW TEAM MEMBERS
Welcome

*Cheryl Dean
Tamieka Thornton*

As a member of BCBSM LDA you are now a part of a great group of leaders, striving to live out our theme, "Discovering Your Leadership Identity." We encourage you to connect with our members and learn something new about the organization.



Member Benefits

- Networking through monthly meetings and mixers
- Professional development through workshops and "lunch and learn" sessions
- Community involvement through events like Bowl for Kids' Sake, walks for cures and causes, Adopt-a-Highway and more!

We have many upcoming events to begin networking and meeting other BCBSM LDA members. Check them out on the *Upcoming Events* page.

We also perform various community involvement services throughout the year. We'd love for you to take part.

For more information about all other upcoming events, please visit BCBSM [LDA's site.](#)

We look forward to seeing you at the next event!

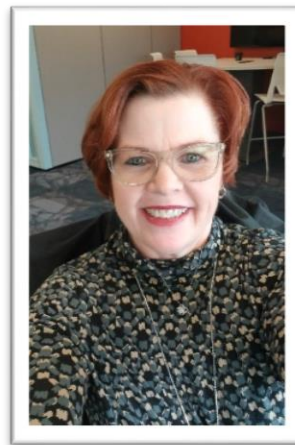
Get
Acquainted

A message from our National Director

I'm BACK! I'll be serving as BCBSM Leadership Development Association's National Director alongside Matt Zelman as National Secretary. I previously served as this chapter's National Director in 2011. Because it's been a while since we appointed a new National Director, I thought I would share a few aspects of my role with you and some key areas NMA is focusing on this year.

The role of the National Director is to:

- First and foremost, represent our chapter as a member of the national board and contribute to the progress of the BCBSM LDA.
- Attend three national level board meetings a year, and participate on two committees; co-chair of the Professional Development committee and as a member of the Association Development & Services committee.
- Regularly participate in committee discussions on professional development tools and resources, as well as growth and services opportunities.
- Be a liaison between the chapter and the national staff.



Nancy Bennett, National Director
BCBSM Leadership Development Association

This past weekend, the 2020-2021 leadership team attended the virtual Chapter Leadership Training (CLT) hosted by NMA. This fall, I am scheduled to join the team at the NMA's annual conference in Greenville, SC. Both events give me and the chapter's leadership team the opportunity to share what our chapter is doing and learn some best practices from chapters across the country.

One of the first items on the national agenda this year was to develop the national NMA strategic plan. The board of directors identified key areas of focus to address the ever-changing climate facing our organization:

- Professional Development
- Marketing
- Membership Growth and Value
- Technology

We've identified objectives, long- and short-term goals and key initiatives for each area. This plan will soon be shared with our chapter's board of directors to help align chapter plans with the national NMA organization.

One NMA national initiative I am particularly excited about is under the area of new professional development products. At the end of 2019, NMA released the revised FaciSkills product that speaks to the importance of collaborative relationships, which open the door, foster productivity and produce results. NMA released six e-learning:

- Assertiveness and Self Confidence
- Change Management
- Emotional Intelligence
- Generation Gap
- Goal Setting
- Leadership and Influence

You can find more information about these offerings at nma1.org under the Professional Development section.

I am very excited about taking on this role of National Director. In the coming months, I look forward to sharing more about what NMA is doing and working with our chapter to help us be even more successful.

Leading with influence – April's virtual monthly meeting

Written by Michelle Banaszak, communications specialist

"In order to make a difference, YOU have to be the difference." – Lee Meadows

Our virtual April member meeting, "Using influence to achieve outcomes," was led by Lee Meadows, Ph.D., Professor of Management at Walsh College. It was amazing to see how many of you are still staying involved during these virtual meetings – we had over 100 attendees!

Dr. Meadows began by talking about how we can use influence to achieve outcomes in all aspects of our life, both professionally and personally. He said, "Leadership comes from a variety of different places and perspectives."

While some of us may have leadership titles, Meadows believes the greater influence is done by people who are not in designated leader roles. Influential leadership is defined as using influence to create followers who *want* to follow, as opposed to followers who believe they *have to* follow. This happens in a variety of ways, including leadership on TV, in politics and at church.

Whether you know it or not, you're leading and influencing others in your daily life. Individuals may seek you out for your expertise, because they share a common interest with you, or because they look up to you and want to follow you. No matter the reason, Meadows shared "The Influential L.E.A.D Model" to keep in mind when others are looking to you for leadership.

- **Lead toward outcomes.** Any time your influence is being used, ask yourself, "What outcome am I trying to achieve? What outcome is the follower trying to achieve?"
- **Engage for commitment.** Help them realize what they want to achieve and how they can do it, because you can't do it for them.
- **Advocate to inspire.** People look at who you are as a role model. They draw inspiration from the things that you do and say.
- **Develop for tomorrow.** Encourage them to think about not only what they want for today, but things they might want later on.

So, what is the roadmap to becoming influential? Meadows stressed the point that less people are in formal leadership roles than people who do not have leadership titles. If you don't have a formal title, how can you make a difference in the organization and with people around you?

1. Establish credibility. You can do this with the consistency of how you deliver outcomes based on your experience.
2. Engage others and build a connection. Have a good understanding of how you're connected with individuals around you.
3. Clarify expectations and practice accountability. How accountable can you be with people you're working with? How can you help them achieve their goals?
4. Share your passion. Once you have credibility with others, sharing your passion allows that credibility to grow.
5. Be open to influence. Take stock in how others have influenced you. Who do you go to for advice or engagement?



Lee Meadows, Ph.D., Professor of Management at Walsh College

Leading with influence – April's virtual monthly meeting

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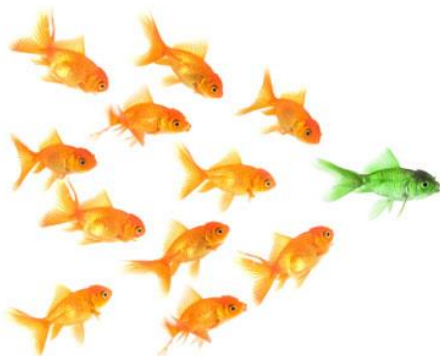
After you've created connections with others, begin thinking about the best way to lead them. This may look different for each person you're influencing. A few questions to ask yourself:

- What are my values?
- What is it that I'm trying to accomplish?
- How will I motive them?
- What is my leadership style?
- Is my influence indirect or direct? Direct meaning that your advice is primary, long term with few barriers and a high impact on change; for instance, being someone's manager or team lead. Indirect meaning that your advice is secondary, short term with more barriers and a lower impact on change; for instance, offering advice as a coworker or on a team for one project.

Once you've answered these questions, the leadership road ahead will become much clearer.

Finally, Dr. Meadows talked about three types of influencer roles:

- Asset role. An asset influencer has a direct and immediate expertise that's available. There's a certain thing they know or do well.
- Advocate role. An advocate influencer uses their influence to help others. They understand others' strengths, abilities and values, and they will advocate for them.
- Ally role. An ally influencer uses collaboration and coordination. They may be able to use one of their strengths to help another person, while also receiving help in return.



"LEADERS BECOME
GREAT, NOT BECAUSE
OF THEIR POWER, BUT
BECAUSE OF THEIR
ABILITY TO EMPOWER
OTHERS."

JOHN MAXWELL

You may be any of these types of influencers, or a combination of them. It may depend on the person you're leading or the situation. Take some time to think about what your role as a leader is in each circumstance.

Meadows finished the meeting by encouraging listeners to leverage their networks. He talked about core networks - individuals you know such as family, friends and coworkers. Those individuals may know someone else who could help you with something you need. From time to time, do an analysis of your network, both who you know and who they know.

While practicing your leadership skills, remember to have inclusive conversations with others. This will help grow your network and help you to gain credibility. Support others with decision making by asking questions to help them gain clarity. Influencing is not a one-time event, but a continuous process and investment that we make throughout our careers.

Handling stress during these unprecedented times

Written by Fonda Overton, senior analyst

What's going on? When will this be over? What is the cure?

We ask these questions on a daily basis. As we look for answers from the news and expert doctors, it seems as if we are playing the waiting game. No one truly knows the answer. We are just hoping for a cure or a vaccine that will make all of this stop.

As we read and look at the horrific outcomes of COVID-19, it makes us fear for ourselves and our loved ones. We are told to social distance ourselves from everyone. What?! Is this really happening? Yes, because our lives have completely changed.

Just three months ago, we were able to freely go to the grocery store, go to restaurants and see our favorite teams play at stadiums. Now, it's almost summer and we can't even have a family picnic at the park. And what if you live alone? There is no one else there, and that can cause loneliness.

COVID-19 has taught us how to *"MacGyver"* (v. *'to solve a problem in a creative, resourceful way with what is conveniently on hand'*) our lives and find some semblance of enjoyment during this season of "shelter in place." We need to keep our sanity, refuse depression and promote our mental health.

Watching the news, reading social media, and being stuck inside the house can cause anxiety. So, what can we do? Take a step back and think about better times: less stress, less rushing, no hustling to work. For many of us, there are no worries of traffic, or running to drop off/pick up the kids.

Here are a few ways to enjoy this new-found time that is open to possibilities.

1. Limit television. You already know that COVID-19 is the main discussion on the news. Cut your television time down to a few hours a day. Do you have Netflix or Hulu? Let's watch a movie.
2. Read a book. Listen to Audible while doing something else. Try a Facebook or Goodreads book club to discuss a book or get ideas on what to read.
3. Find a hobby or project. Have you been wanting to learn how to paint, but never had the time? What about creating your own "relax room"? Spruce up your space with some new pillows or other new items from online stores like Wayfair or Overstock. You can also redecorate by rearranging furniture in a room.
4. Meditate. There are plenty of apps with short or long meditations and calming music that help you stay focused. Try breathing exercises, which can assist with relaxation. There are also sermons and mediation classes to review on YouTube.



Handling stress during these unprecedented times

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5. Dance. Turn on some music and dance around the house. Enjoy yourself and sing at the top of your lungs! Kids love to dance around, so get the entire family involved.
6. Exercise. Did you have an exercise schedule before all of this started? Make a room or a corner into your small gym. YouTube has free online exercise programs. Type in “country dance exercises,” “hip hop dance,” or try yoga for the first time. It’s free, why not?
7. Reach out to others. Do you have family members living in another state? Zoom can come in handy. Invite family or friends to a virtual dinner party. After dinner, play some games. Everyone can participate and enjoy.
8. Keep the kids entertained. Visit virtual destinations. Go to YouTube, and search for “virtual 3D spaceship” or “virtual museums around the world.” You can also type in “easy science experiments.” It can be a fun learning project. Some theme parks even have videos to let you virtually ride their rides.
9. Order carry-out. Bring your favorite restaurant to your home by ordering out and dining in. Get a nice tablecloth, bring out the special glassware, and set the mood with light music.
10. Participate in acts of kindness. Check in on the seniors you know. Say a kind word to a stranger (from six feet away, of course). Send a virtual hug or a funny GIF through text or social media to brighten someone’s day.

Keep in mind, everyone has different ways of handling stress. The main thing to focus on is what will help you during this strange time. Don’t get discouraged for feeling down, and don’t be too hard on yourself. Above all else remember, we are in this together.





CALENDAR of EVENTS

May
14

May Monthly Member Meeting

12:00 – 1:00 p.m.

WebEx – link will be sent prior to the session

Speaker:

Karmyn Norwood, Deputy Vice President of Sensors and Global Sustainment and Vice President of Rotary Wing & Ground Programs, Lockheed Martin

Topic:

“Thriving in your career: Through building culture, authenticity and accountability”



Watch your email for a registration link.

JOIN OUR TEAM

Our newsletter, *blueprint*, has an award winning team of writers, editors, photographers and formatters who publish on a monthly basis.

Our greatest need right now is for **writers** – individuals who are able to cover our monthly member meetings, mixers and other events. Our events occur in the evenings and during lunchtime.

We're also looking for several **formatters** who enjoy working with PowerPoint to keep *blueprint* looking its best. If you're searching for a creative outlet, this is the job for you.

Do you love taking pictures? We're always looking for more **photographers**. Whether you have photography experience or just like capturing exciting moments on your phone, we want you on the *blueprint* crew!

If you are interested in joining the team, please contact [Christina Frison](#), [Barbara Krajenke](#) or [Michelle Banaszak](#) for more information.



BCBSM LDA Code of Ethics

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability.
- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and process. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

Statement of Principles

BCBSM LDA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify Blue Cross LDA's core beliefs and provide the basis for the Association's Mission Statement.

- We believe in the highest standards of personal and organizational integrity and respect for the individual.
- We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
- We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

blueprint team

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